

Vorotilkina Darya Alekseevna

Student

Ural Federal University named after the first

President of Russia B.N. Yeltsin

Russia, Ekaterinburg

Academic supervisor: Korotich Elena Sergeevna

PRAGMONYMS IN MODERN GERMAN (BASED ON THE MATERIAL OF THE NOMINATION OF THE CONFECTIONARY CATEGORIES)

***Abstract.** This article describes the main trends in the nomination of German confectionery products. The review of scientific works devoted to the nomination of confectionery products is given. The name can cause certain associations during buying, describe the color or taste of the product. In addition, the confection can indicate the name of the confectioner, the place or speed of production of the product. This article describes the classifications of these names and what classifications are most common in German.*

***Keywords:** German confectionery, pragmonym, commercial nomination, onomasiology, motivational attribute.*

Воротилкина Дарья Алексеевна

Студент

Уральский федеральный университет имени первого

Президента России Б.Н. Ельцина

Россия, г. Екатеринбург

Научный руководитель: Коротич Елена Сергеевна

ПРАГМОНИМЫ В СОВРЕМЕННОМ НЕМЕЦКОМ ЯЗЫКЕ (НА МАТЕРИАЛЕ НОМИНАЦИИ КОНДИТЕРСКИХ ИЗДЕЛИЙ)

Аннотация. В данной статье описываются основные тенденции в номинации немецких кондитерских изделий. Дан обзор научных работ, посвященных номинации кондитерских изделий. Название может вызвать определенные ассоциации при покупке, описать цвет или вкус продукта. Кроме того, в кондитерском изделии может быть указано имя кондитера, место или скорость производства изделия. В этой статье описываются классификации этих названий и то, какие классификации наиболее распространены в немецком языке.

Ключевые слова: немецкие кондитерские изделия, прагматизм, коммерческая номинация, ономастология, мотивирующий признак.

Nowadays, the problem of nominations is very acute. The history of the origin of proper names has long been of interest to scientists and is analyzed in various works.

It was always interesting to find out why a particular street or, for example, a confectionery product was named, as so many factors affect a particular name. Today we can see how the interest to this science increases every day. This is reflected in all sorts of books, dictionaries, and scientific publications.

Confectionery products are very popular today. Sugary products include chocolate, candy, caramel, dragees and halva. Flour ones – gingerbreads, waffles, cakes, muffins, rolls, pastries and others. These products have such qualities as a pleasant taste and aroma, a beautiful wrapper, and their name plays an equally important role, since the name is one of the first signs that catches the eye and makes us buy the product.

The topicality of this topic is figured of the interest in the problem of product nominations, the increase in the number of products, and the trend of nominating. Now there is a rapid development of the confectionery industry in the society. This area is actively updated with new product names in connection with the appearance of new products. In addition, in the conditions of competition in the confectionery market, manufacturers are forced to create new product names in order to attract customers.

The name can cause certain associations during buying, describe the color or taste of the product. In addition, the confection can indicate the name of the confectioner, the place or speed of production of the product. In recent years, the problem of confectionary nominations has been significantly developed in the works of linguists K. A. Vlasova, N. N. Fattakhova, E. Yu. Vereshchagina, S. A. Sapegina, and others. However, it should be recognized that no complex works devoted to the study of the names of confectionery products in the modern German language have been found.

The theoretical aspects of this topic include the concept of pragmonym and its components: commercial nomination, onomasiology, the principle of nomination, motivational attribute.

The pragmonym represents a special area of the language, the study of which is actual in our time. The works of such scientists as S. O. Goryaev [Goryaev, 1999], A. A. Isakov [Isakova, 2012], A.V. Superanskaya [Superanskaya, 1973], E. B. Figon [Figon, 1974], etc. are devoted to various aspects of pragmonyms. A pragmonym can be defined as a term that is proposed to refer to a secondary product name, as a linguistic term for a trademark.

Under the commercial nomination, M. E. Novichikhina understands the language category of institutions and goods that pursues commercial goals. In the work of A. Yu. Lozovoy, a similar definition is given: «a language category of institutions that pursues commercial goals and is focused on obtaining commercial profit and promoting goods and services on the market.

E. A. Kosykh writes that this science «studies the process of giving birth to a name and assigning it to an object of reality/unreality». E. S. Kubryakova understands onomasiology as the theory of nomination, as well as «the doctrine of the processes of naming a word and lexical objectification of concepts». Onomasiology studies the problems of the appearance of a language sign.

An equally important issue, without solving which it is impossible to study onomasiology, is the analysis of the principle of nomination. M. E. Ruth gives a wide use of the term: «the principle of nomination is proposed to call the general, initial

attitude of the subject to create a nomination, which «can be both conscious and unconscious in nature».

The motivational attribute serves as a means of creating the whole word as a unity of a certain content and a certain form of expression.

It is necessary to accept the fact that there are almost no complex studies on this topic, but at the same time there is interest in this problem.

This is followed by a detailed description of the confectionery products.

Confectionery products are products that are characterized by a pleasant taste and aroma, high nutritional value and attractive appearance.

There are two groups of confectionery products: flour and sugar. Flour products include waffles, cakes, pastries, cookies, eclairs, and others. Sugary ones include chocolate, caramel, souffle, toffee, marshmallows, lollipops, candies, and others. Each product has certain characteristics and has its own history.

This article focuses on the lexical-semantic field «Confectionery» in the German language. The names can be classified according to the scheme described below. Names are divided into lexical and semantic fields and groups. Lexical groups of words are the main element of the lexical-semantic field. It is also worth referring to the classification of S. O. Goryaev from the work «Nominative intentions of the subject of onomastic nomination».

The material for the article was 152 units of confectionery products selected from the sites SüßigkeitenShop and ChefKoch.

For the analysis, the LSF «Confectionery» in German was selected. This lexical-semantic field is divided into specific groups: LSG «Cakes», LSG «Waffles», LSG «Sweets», LSG «Eclairs», LSG «Cookies», LSG «Chocolate», LSG «Lollipops», LSG «Marmalade» and LSG «Caramel».

LSG «Cakes» is the most numerous among the other groups. It includes the following subgroups: «Cheese cakes» (Käsesahnetorte) («Cheesecake»), «Fruit cakes» (Schwedische Apfel Torte) («Swedish apple cake»), «Berry cakes» (Schneemousse Erdbeertorte) («Strawberry cake with snow mousse»), «Cakes associated with winter» (Winterzauber Torte) («Winter Magic Cake»), «Names related to the family» (Mutters

Käsesahnetorte) («Mother's cheesecake»), «Nut cakes» (Knusprige Walnusstorte) («Crunchy cake with walnuts») and others. The largest group is «Fruit cakes», 9.6%.

Next comes the «Waffles» group. There are the following groups: «Names describing the condition of waffles» (Lüftige Waffeln) («Air waffles»), «Names indicating the absence of a component» (Glutenfrei Waffeln) («Gluten-free waffles»), «Names related to the place of baking» (Belgische Waffeln) («Belgian waffles») and «Family-related Names» (Omas Waffeln («Grandma's Waffles»). One unit was identified in each group.

The next category is «Candy». This group is divided into the following subgroups: «Christmas candy» (Christstollen Konfekt) («Christmas candy»), «Chocolate candy» (Schoko-Kokos Konfekt) («Chocolate-coconut candy»), «Fruit candy» (Orangenquadrate) («Orange squares») and «Nut candy» (Nussnougatküsse) («Kisses of nuts and nougat»).

The next LSG is «Eclairs». Here you can note such categories as «Names related to the family»: Eclairs nach Familienrezept («Eclairs according to the family recipe»), «Berry eclairs»: Erdbeer-Eclair («Strawberry éclair») and «Names describing the filler»: Liebesknochen mit Kaffeecreme («Eclair with coffee cream»). One unit from each group was identified.

Considering cookies, you can often find Christmas cookies. These include traditional Christmas cookies: Springerle, Spritzgebäck («Kurabie»), Ausstechplätzchen («Cookies in the form of figures»), Spekulatius.

This is followed by the lexical-semantic group «Chocolate». It includes «Names that describe the different shape and taste of chocolate» Schoko Herzchen, («Chocolate hearts»), Kakao Täfelchen («Cocoa Bars») were the most common (4.5%).

There are also lollipops, caramel and marmalade, but there are not many names from these groups.

Goryaev's classification showed that names describing one feature are more popular with nominators than those describing two or more, and account for 41.3%. This may be due to the fact that the nominator wants to emphasize only one quality of the confectionery product. Complex descriptive categories describing several qualities

of an object make up 26%. The same number of nominations can be traced in the group of associative-comparative nominations. Names indicating the potential recipient of the nomination can be seen in 6.6%, where the sentence structure and imperative mood are more often used.

Thus, the name of the confectionery product plays an important role because it catches the eye during buying a product and makes it buy. The topic of this article is actual as the number of products is now increasing, and there is a tendency to nominate.

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